

ABSTRACT OF THE DISCLOSURE

An apparatus for planning a demand-supply scheme of a supply chain so as to increase the corporate profit. A demand-supply scheme including order receipt, order placement, purchase and supply in the unit of a month of each step of a supply chain that includes various steps, such as product sales steps, product-producing steps, steps of producing parts for producing products, etc. is set so that the order placement to each producing step becomes within an order receivable range that is calculated from the equipment, the manpower, the number of times of operation, etc. of the producing step. Furthermore, a demand-supply scheme is planned and changed so as to maximize a profitability index that is calculated by using a cost regarding the production of a product that includes a material cost, a manpower cost, and an equipment cost, a stock management cost, a transportation cost, etc.